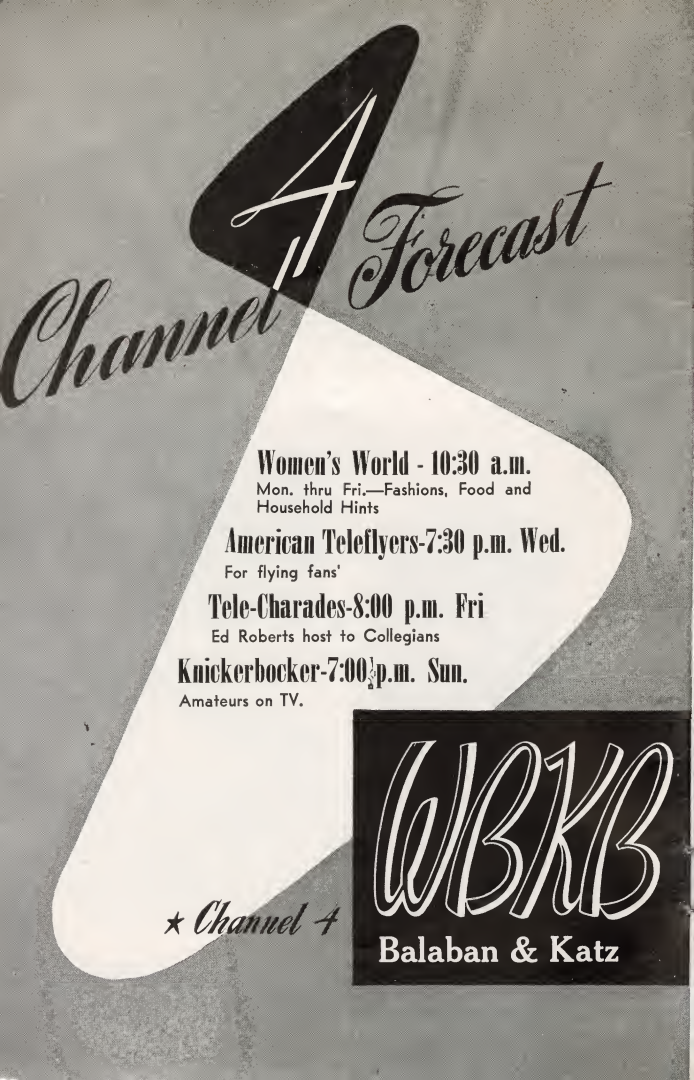
TELEVISION Forecast

AUGUST 30 TO SEPTEMBER 5 INCLUSIVE

WBKB WTMJ-TV WGN-TV


Channel 4 Forecast
Women's World - 10:30 a.m.
Mon. thru Fri.—Fashions, Food and Household Hints
American Teleflyers-7:30 p.m. Wed.
For flying fans'
Tele-Charades-8:00 p.m. Fri
Ed Roberts host to Collegians
Knickerbocker-7:00½p.m. Sun.
Amateurs on TV.
★ Channel 4
WBKB
Balaban & Katz

Editor's Report:

Farsighted Educators View TV

Last weekend we spent the holiday with a small group of educators, television experts and newspaper executives. Object of the trip was to relax and forget the cares of the world for three days. However, before the first day was over, this was the prediction,

> "A television receiver in every classroom and television programs seen and heard as a definite part of the school curriculum."

We just couldn't steer our talk away from television, so dynamic is this field! We asked each other "Does the world realize the untapped potential of television as an educational medium?"

The most heartwarming news was the report that two Chicago stations, WBKB and WGN-TV will be represented at Northwestern University this fall when specialized courses in television will be offered. The knowledge of Chicago experts in the field will be passed on the the youth of America gathering on the Northwestern campus. From there it is hoped it will join other forces in spreading out to every school, college and university in the nation.

Many farsighted educators and television stations are already alert to the instructional values of classroom television, we have discovered.

Before 1950, it is hoped by the editors of this magazine that Chicago and suburban schools will have a television schedule divided into two parts. First, the public service programs, which could well include presidential conventions, the opening of Congress, current events, and dramatization of the great classics. There is no end to the number of programs and wide variety.

A second group could consist of sponsored educational telecasts. The greatest daytime audience will be the millions and millions of Chicago, New York, Los Angeles children attending schools who could be shown programs dealing with home budgeting, domestic science and health.

An educational program of this type could employ the closed-circuit system, by which television programs can be directed to a specific audience, or the same programs could be received in the homes by parents.

So, as 1949 approaches, the television center of the nation and world—Chicago—enters another phase of history-making: Education by Television.

TV TOPICS: Jack Dempsey made his first appearance on television recently on a New York station; the present generation of sports fans will be able to meet the old giants of yesterday thru the miracle of TV. . . . Bob Barrett of Chicago writes he has a new hobby: collecting covers of *Television Forecast*. Each picture goes in a special album. . . . To protect its cameras at Swayne Field, Toledo, Ohio, WSPD-TV has erected a tuf-flex plate glass screen through which the baseball action is pictured. . . . Screen is four by nine feet, is one-half inch thick. . . . A Chicago reader suggests: "Why not have a series of TV programs originate from Lincoln Park and Brookfield Zoos? . . . Another would like to see Mayor Kennelly televised as he greets the many notables stopping off in Chicago on special visits here.

TELEVISION Forecast

A WEEKLY TELEVISION NEWS-MAGAZINE

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Television Forecast for

Monday

August 30, 1948

10:30 WBKB—WOMAN'S WORLD. Knitting instructions with Mary L. Hahn.

10:45 WBKB—FIRST AID. Fifth Army.

11:00 WBKB—SHAN & KAY. Figure control experts show the women of Chicagoland how to stay slim.

11:15 WBKB—SHOPPING WITH DINNY. Accompany this Miss on a mythical tour of Chicago department stores.

12:50 WGN-TV—FILM short.

1:00 WGN-TV—CHICAGOLAND NEWSREEL. Repeat showing of last night's newsreel.

1:10 WGN-TV—PLAYER OF THE DAY. Pre-game interview conducted by Ed Cooper, your TV reporter.

1:20 WGN-TV—BASEBALL. Cubs vs. Philadelphia Phillies at Wrigley field. Telecast described by Jack Brickhouse.

3:30 WGN-TV—TENTH INNING. Roundup of scores, and interviews with Cub fans.

7:15 WBKB—TIMELY TIPS.

7:30 WBKB—FILM. To be announced.

7:50 WBKB—TELENEWS. Jim Ameche narrating the latest local, national and international news events.

WGN-TV—FILM. Short subject.

8:00 WGN-TV—CHICAGOLAND NEWSREEL with Spencer Allen. News filmed by the WGN-TV staff.

WBKB—FILM feature.

8:10 WGN-TV—SPORTSMEN'S CORNER. Jack Brickhouse interviews a sports celebrity.

8:15 WBKB—FASHION QUIZ with Bob McKee and Kay Westphal. Play it!

8:30 WGN-TV—CLOUDS OVER EUROPE, an Alexander Korda film, starring Lawrence Olivier. The film "Thief of Bagdad," previously announced for last week will be shown at a later date. Due to a change in booking, WGN-TV was unable to offer the show.

WBKB—WRESTLING. From Midway arena, Russ Davis describes tonight's card.

10:30 WBKB—NEWS. Today's World Picture.

(Subject to Change.)

WTMJ-TV, Milwaukee, channel 3 on your dial will not televise this date but will return Tuesday, Aug. 31.

Janda Realizes Ambition To Meet the Players . . . . Now Helps Others

Fifteen years ago George Janda used to hang around Wrigley Field and Comiskey Park hoping for the chance to talk to a big league baseball player. This year he helps other youngsters realize that same hope through WBKB's "Meet the Players" program which precedes the telecast of Chicago Cub home games.

On this show Janda introduces some lucky boy or girl to a National League star and lets the youngster learn about the game of baseball from an expert.

GEORGE JANDA

Not willing to follow the pattern of most baseball interview programs, Janda tries to show that ball players are not just machines that bat .300 or win twenty or more games a season. So that the public will better know their favorite players, the WBKB announcer bases the major portion of his interviews on human interest.

(*Continued on page* 12)

Sherman Hotel Plans TV in 100 Rooms

The Hotel Sherman will become the first hotel in Chicago to be equipped with television in guest rooms and a complete radio system with provisions for emergency alarm service, Jay A. Jones, vice-president and general manager, announced recently.

Television sets will be installed in 100 rooms. In addition, six-channel radio speakers, each with a special attachment for emergency calls, will be installed in all guest rooms. The entire installation is expected to be completed around September 15.

The room speakers will be "fed" from a central receiving unit which will provide guests with their choice of local and network AM and FM programs. A "break in" emergency alarm circuit, which operates independently of the radio system, will enable the switchboard operator to alert all guests at the hotel simultaneously.

One of the six channels will be tuned to the College Inn so that guests can "listen in" on the musical programs originating from there without leaving their rooms.

The television sets will be used in the hotel's de luxe suites, alcoves, and large double bedrooms. They will be installed by Hotelevision, Inc., of New York City.

The room radio system, called "Guest Tone," will be installed by Radio Systems, Inc., of Cleveland, O.

Smoky Callahan Replaces Phill Groh

One of the heroes of the commercial air lines, Smoky Callahan, first officer of American Airlines, now has a new outlet for his "hobby" of teaching kids about planes. He'll appear with Beverly and Hill Carruth.

He replaces Phill Groh, "Capt. Phill" in "American Tele-Flyers" on WBKB at 7:30 p.m. Wednesdays. Injuries suffered during war have grounded the Tele-Flyers' Buck Rogers boy, but he'll remain in a coaching capacity on the show.

Television Forecast for

Tuesday

August 31, 1948

10:30 WBKB—WOMAN'S WORLD. Pets in the Home with Claire DiMaggio and Collie, Mac. Opening show of this one-hour program for women.
10:45 WBKB—FILM feature.
11:00 WBKB—CUTTING CORNERS with Catherine Payne, economic expert of the home.
11:15 WBKB—SHOPPING WITH DINNY. Take a mythical trip thru department stores with this charming Miss.
12:50 WGN-TV—FILM short.
12:55 WBKB—BASEBALL TELEQUIZ. Play it before the game.
1:00 WGN-TV—CHICAGOLAND NEWSREEL. Repeat showing of last night's newsreel.
1:10 WBKB—MEET THE PLAYERS with George Janda, TV reporter at Cub's park.
WGN-TV—PLAYERS OF THE DAY. Ed Cooper interviews big league stars before the game.
1:20 WGN-TV—BASEBALL. Cubs vs. Brooklyn Dodgers, a doubleheader at Wrigley field, with Jack Brickhouse.
1:25 WBKB—BASEBALL. Cubs vs. Brooklyn Dodgers. Joe Wilson describes this twin-bill.
5:45 WGN-TV—TENTH INNING. Scores of other games, interviews with Chicago baseball fans at the game.
7:00 WTMJ-TV—TRAVEL FILM, Housing in Chile.
7:15 WBKB—TIMELY TIPS.
7:20 WTMJ-TV—LOOK AT THE NEWS. News and pictures.
7:30 WGN-TV—ART NELSON and His Marionette Theater. "Little Bordy" conducts business in his television and record shop.
WBKB—SHOPPING WITH DINNY. See her on this evening show.
WTMJ-TV—REEL FUN. Women's wrestling.
7:50 WBKB—TELENEWS with Jim Ameche narrating.
8:00 WGN-TV—CHICAGOLAND NEWSREEL. Spencer Allen announcing.
WBKB—AT OUR HOUSE, Jim and Edie Dexter; comedy team.
WTMJ-TV—DUGOUT DOINGS. Pre-game interviews from Borchert field.
8:10 WGN-TV—SPORTSMEN'S CORNER. Jack Brickhouse interviews sport celebrities.
WTMJ-TV—BASEBALL. Milwaukee vs. St. Paul.
8:12 WBKB—FILM.
8:20 WBKB—MIDGET BOXING. Jim Ameche at ringside to describe the featweight battles.
8:30 WGN-TV—FILMS.
WBKB—FILMS.
9:00 WGN-TV—MAN ABOUT TOWN with Hal Stark interviewing celebrities in Chicago.
10:00 WBKB—NEWS. Today's World Picture.

(Subject to Change.)

Television Forecast for

Wednesday

Sept. 1, 1948

10:30 WBKB—WOMAN'S WORLD. Bea Fox discusses Rent Control in the opening show of this one hour program.
10:45 WBKB—FILM feature.
11:00 WBKB—FASHIONS.
11:15 WBKB—SHOPPING WITH DINNY. Accompany this Miss on a mythical tour of Chicago department stores.
12:50 WGN-TV—FILM shorts.
12:55 WBKB—BASEBALL TELEQUIZ.
1:00 WGN-TV—CHICAGOLAND NEWSREEL.
1:10—WGN-TV—PLAYERS OF THE DAY. Ed Cooper conducts pregame interviews at Wrigley field.
WBKB—MEET THE PLAYERS. George Janda, TV reporter, introduces you to baseball stars.
1:20 WGN-TV—BASEBALL. Cubs vs. Brooklyn Dodgers, with Jack Brickhouse announcing.
1:25 WBKB—BASEBALL. Cubs vs. Brooklyn Dodgers. Joe Wilson to describe the game.
3:00 WTMJ-TV—MEET YOUR NEIGHBOR. Gordon Thomas MC.
3:20 WTMJ-TV—LOOK AT THE NEWS.
3:30 WGN-TV—TENTH INNING. Scores of other games; interviews with the fans.
WTMJ-TV—WHAT'S NEW. Ask Nancy Grey. Fashions, travel, arts, etc.
4:00 WTMJ-TV—CHILDREN'S CORNER. Drawings by children.
7:00 WTMJ-TV—WISCONSIN AT WORK. Documentary film.
7:15 WBKB—TIMELY TIPS.
7:20 WTMJ-TV—NEWS.
7:30 WBKB—AMERICAN TELE-FLYERS. Thrills for flying fans.
WGN-TV—FILM.
WTMJ-TV—REEL FUN. Variety.
7:35—WGN-TV—PERSONALITY PROFILES. Dorsey Connors interviews Chris Jannis, new owner of Adolph Hitler's famed automobile. News of Chicagoans. A new show you'll like.
7:50 WBKB—TELENEWS with Jim Ameche narrating.
WGN-TV—FILM.
WTMJ-TV—NBC Newsreel.
8:00 WBKB—PARS, BIRDIES, & EAGLES from St. Andrews, Mission Hills, and Indian Head. Bob McKee and guests.
WGN-TV—CHICAGOLAND NEWSREEL with Spencer Allen.
WTMJ-TV—DUGOUT DOINGS. Interviews at Borchert field.
8:10 WGN-TV—SPORTSMEN'S CORNER.
WTMJ-TV—BASEBALL. Milwaukee vs. St. Paul.
8:30 WBKB—WRESTLING from Rainbo arena, with Russ Davis.
WGN-TV—FILMS.
9:00 WGN-TV—CLUB TELEVISION. Variety show with music by Bob Trendler's orchestra, Jerry Kaufherr Mc, and special guests.
10:30 WBKB—NEWS. Today's World Picture.

(Subject to Change.)

WGN-TV Newschief New TV Instructor

Spencer Allen, Director of the WGN-TV Newsreel Department, will serve as instructor for a new course to be offered in the fall quarter at Northwestern University's Journalism School. The first of its kind, the course will be devoted exclusively to study of the Television Newsreel with a weekly one-hour lecture period and a four-hour laboratory in which students will have access to technical equipment similar to that used by the WGN-TV Newsreel Department.

Outlining the material which the course will cover in its twelve-week duration, Mr. Allen said he will be primarily concerned with "editing and writing news programs for television, with special emphasis on the technique of the newsreel type of presentation." Although students will be acquainted with the technical aspects, the editorial and creative phases of television news will be principal topics.

Mr. Allen, who writes and narrates the commentary for the daily WGN-TV Newsreel, 8-8:10 p.m., will supervise work in the laboratory as members of the class view specially prepared news-

(*Continued on page* 12)

Notes from Readers . . . .

Letters should be addressed to the Editor, *Television Forecast*, 185 North Wabash, Chicago, Ill.

Sirs:

. . . Although we are sixty-five air miles from Chicago we can enjoy television almost every day . . . Both stations come in very nicely. We have an installation in Rockford which has been very satisfactory. Our customers are all interested in your magazine, and we appreciate the help it has been in promoting interest in television in our community.

KIRKLAND, ILL. GLENN S. SUNDORE

Sirs:

I first became acquainted with your publication through a friend, and find it very interesting and informative. Please place me on the mailing list for a subscription.

HINSDALE, ILL. GEORGE PLENDERLEITK

Sirs:

. . . We are enjoying the magazine and would not be without it. . . . We live in the country and have very good reception.

MANHATTAN, ILL. GEORGE H. BOVEE

Sirs:

I am a flag man at the auto races (televised by WBKB) and shall say Joe Wilson is a top sports announcer in this field . . . your telecast is wonderful, too.

CHICAGO, ILL. J. DI BONIDETTO

Sirs:

My daughter, Darice, seven years old, received a television console set as first prize for playing the piano on the Knickerbocker (WBKB) show. We all enjoy the television set very much, and look forward to receiving the *Television Forecast*.

CHICAGO, ILL. MRS. A. M. RICHMAN

Sirs:

I am enclosing a money order for two dollars for the little book that is very welcome in our house.

CHICAGO, ILL. WALTER TRANDSEN

ELSA LANCHESTER appears Monday night, August 30, on WGN-TV's presentation of "Rembrandt," another Alexander Korda production, starring Charles Laughton in the title role. Laughton as the artistically fevered Rembrandt achieves his fame and poverty in ratio to the passion of the women he loves.

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Dragon Retreat, Vt.

Dear Girls and Boys:

Well, here I am again writing the weekly letter and I've got lots of news for you.

Fran and Kukla are out with Buelah Witch doing the shopping. We have lots of new guests up here this week, among them our WBKB director, Gommie, who flew up with Buelah last week when she was home getting parts for Mother's television antenna, and so we've had to put in some good supplies to keep everybody well-fed and happy. Mother's cooking is so wonderful, I've gained seven pounds and Kukla has a very round stomach, too.

It's been very busy around here since the pageant. We've been trying to fix up an antenna for Dragon Retreat so that Mother and Father can see Junior Jamboree this Fall.

It all started when we were out swimming day before yesterday. Fran prepared a big picnic lunch and we all went down to Fisherman's Pool. We insisted that Mother and Father go along because they've been working so hard and they deserve a day of rest.

Mercedes and Cecil Bill were doing high-dives from the rocks and Kukla, Fran, Mother and I were just lying in the sun talking about the plans for next year and Mother said how she would miss us all and how she would love to see the shows each day and suddenly Kukla said, Well, why not?"

That sort of surprised us but then we thought he meant for mother to come down to Chicago for a visit, which would be out of the question because she expects a big ski business this winter. However, Kukla started to talk about high antennas and Stratovision and that kind of stuff and Fran remembered some of the technical parts she had learned from the engineers and so we got real excited, and decided to ask Buelah what she thought.

Buelah was doing barrel rolls over the falls, but we finally got her attention and told her our idea. Of course she loves nothing more than a good solid technical problem, so there was nothing to do but to get back to Dragon Retreat as soon as possible. It was just as well, for a thunder storm was coming up and we couldn't swim much longer anyway, so off we dashed after collecting Mercedes and Cecil Bill who were just about to slip a live fish into Mme. Oglepuss's bathing cap.

The storm passed just after we got home and after an early and hasty supper we all went out to start work on the antenna. It is Buelah's idea to erect a very tall structure here on top of the mountain and then with the aid of Aunt Dorothy (who is always ready for adventure) and her pupils from Dragon Academy, a nearby school for young dragons, develop a sort of relay known as "Drago-vision." She seems to think it will work. I hope so, for it would mean so much to Mother to have television in Dragon Retreat.

Well, of course it meant a trip to Chicago for the necessary parts and conferences with Capt. Eddy and the engineers, but Buelah can manage those things in a twinkling. She got back just this morning with Gommie who is going to help us erect the tower. He's very clever at building things.

Aside from that there isn't much news, except that we miss you all very much, and we miss all the crowd at WBKB. I've been doing a lot of thinking about things while I've been here and I've got some big plans for the Fall. I've been readiing poetry aloud while walking with Fran and Kukla and I've communed with Nature quite often. I'm not so sure I want to be vice-president, now. The votes you sent in made me feel so wonderful, and I know with your support I could swing the election . . . but maybe I'm making a mistake.

Maybe it would be better if I were to become a writer or publisher or something. I'd like to run a newspaper . . . call it the Kuklapolitan Kourier, or something clever like that. Well, I don't have to make up my mind now, but it certainly would look nice . . . just think . . . "Published by Olliver Dragon." I can see it now. I'll talk it over with Fran and Kukla. They'll give me good advice, I know. See you soon. Love,

OLLIE

(Photo by Ellingsen)

CHANNEL 7 CHARADE—Tuesday night will feature fights on Chicago's newest station, WENR-TV scheduled to make a September debut. Going through the antics of completing a contract in charade form are Alexander Bain, fight promoter (seated left) and Harold Stokes, TV program director for the ABC station. Standing are John H. Norton, Jr., vice president, and Walter Emerson, ABC official. Rainbo arena will be the scene of the fights, from 9 to 11 p.m.

Any Suggestions? Jot Them Down Right Now

Chicago television stations and the editor of *Television Forecast* are anxious to know what kinds of programs are best enjoyed. Readers who feel a certain type of show is now lacking on TV are urged to write this magazine, 185 North Wabash, enclosing their suggestion. All replies will be forwarded to the Chicago stations.

Many readers have asked for the titles of films in advance. Whenever possible, this service is being offered. Because of the press deadline of *Television Forecast*, it is not always possible to publish the film titles.

Letters should contain the name and address of tele-receiver. Readers who have a special request for some feature in this magazine are also urged to write.

On the Cover

ROCKETS on WBKB—Home games of the Chicago Rockets, professional football team, will be telecast by the Balaban & Katz station, WBKB, it was announced this week. Television Forecast will publish the lineup of these games as a special feature for its more than 27,000 readers. Shown on the cover are Steve Juzwik and Angelo Bertelli.

Frequency Shift Unlikely

An attempt to shift the whole video system to higher frequencies by the FCC (Federal Communications Commission) now seems unlikely. Reports indicate the FCC seems to favor the dual band black-white transmission system as the only way out of the present allocations mixup. TV manufacturers and stations, surveys show, have tremendous investments in equipment and would favor the dual band system.

Thursday

Sept. 2, 1948

10:30 **WBKB**—WOMAN'S WORLD. Cooking with Mary Martensen.
11:00 **WBKB**—THE DEXTERS, Jim & Edie, comedy team.
11:15 **WBKB**—SHOPPING WITH DINNY. Accompany this Miss on a mythical tour of a department store.
12:50 **WGN-TV**—FILM short.
12:55 **WBKB**—BASEBALL TELEQUIZ.
1:00 **WGN-TV**—CHICAGOLAND NEWSREEL with Spencer Allen.
1:10 **WBKB**—MEET THE PLAYERS with George Janda, TV reporter.
WGN-TV — PLAYERS OF THE DAY. Ed Cooper interviews baseball stars.
1:20 **WGN-TV** — BASEBALL. Cubs. Vs. Brooklyn at Wrigley field, with Jack Brickhouse.
1:25 **WBKB** — BASEBALL. Cubs vs. Brooklyn Dodgers. Home game with Joe Wilson at the mike.
3:00 **WTMJ-TV**—MEET YOUR NEIGHBOR with Gordon Thomas.
3:20 **WTMJ-TV**—LOOK AT THE NEWS.
3:30 **WGN-TV**—TENTH INNING. Scores of other games; interviews.
WTMJ-TV—MOVIE MATINEE. Films.
4:00 **WTMJ-TV** — CHILDREN'S CORNER. Films.
4:15 **WTMJ-TV**—LITTLE AMATEURS, with Carl Nelson.
7:00 **WBKB**—TIMELY TIPS.
WTMJ-TV—ADAM vs. EVE. Audience participation show from Radio City auditorium.
7:15 **WBKB**—TOM MIX in "Miracle Riders."
7:20 **WTMJ-TV**—LOOK AT THE NEWS.
7:30 **WGN-TV** — MOMENTS OF MELODY. Nancy Evans and Bob Lee. Jack Fascina at the piano. Highlights from "Naughty Marietta" will be presented.
WTMJ-TV—REEL FUN.
7:50 **WBKB** — TELENEWS with Jim Ameche.
WTMJ-TV — ZOO'S WHO. From Washington Park Zoo, Milwaukee.
8:00 **WGN-TV**—CHICAGOLAND NEWSREEL with Spencer Allen.
WBKB—THEATER OF THE AIR. Movie film.
WTMJ-TV—DUGOUT DOINGS from Borchert field.
8:10 **WGN-TV** — SPORTSMEN'S CORNER. Paul Fogarty, MC.
WTMJ-TV — BASEBALL. Milwaukee vs. St. Paul.
8:30 **WGN-TV**—WRESTLING MATCHES from Madison Athletic club, with Jack Brickhouse.
10:00 **WBKB**—NEWS. Today's World Picture.

(Subject to Change.)

WTMJ-TV, channel 3, is a Milwaukee station. It can be received only by receivers in the extreme north portions of Cook and Lake counties.

(Photo by Dickinson)

BARBARA CORNING of 381 Sheridan road, Winnetka, is an assistant producer for WGN-TV. A graduate of Wells college in Aurora, N.Y., she also attended Pine Manor junior college and the Roycemore school in Evanston. Miss Corning was formerly associated with WBKB.

WBKB Features Western Films

Cowboys and Indians go rootin' tootin' over the plains, and Tom Mix arrives on Tony in the nick of time to keep a new generation of youngsters from falling off the edge of their seats.

The immortal Western classics now are a 7:30 p.m. Thursday feature at WBKB, the Balaban & Katz station.

But something new has been added. Youthful televiewers today undoubtedly will add sound effects with the aid of the sponsor's product, Pal bubble gum.

WBKB Expands Sales Force

Two new men have been added to WBKB's sales department, Don Meier, sales manager for the Balaban & Katz station announces. Morton K. Tuller and Melvin Wolens have joined the Department.

PUTS 3* TIMES THE 'PUNCH' INTO THE PICTURE

NEW WALCO TELE-VUE LENS For ALL Television Receivers

*Enlarges view-size and detail of screen UP TO 4 TIMES.

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City Radio & Television Service
1113 Franklin St.—Mich. City 422
Michigan City, Ind.
Emergency Radio
4439 W. Madison—Austin 2404
The Fair
Chicago and Oak Park
General Radio Service Co.
3945 W. Ogden—Lawndale 3070
Levine Hardware
6910 S. Wentworth—Aberdeen 7374
Lyon & Healy, Inc.
243 S. Wabash—Wabash 7900
Majcherek Furniture
2896 S. Archer—Virginia 3375
Meden Electric Company
1804 W. Cermak—Seeley 7838
Edward C. Minas Company
460 State—Hammond
Phone Hammond—Sheffield 1800
Public Service Stores
714 W. 63rd St. Englewood 6100.

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Television Forecast for

Friday

Sept. 3, 1948

10:30 WBKB—FASHIONS. Opening show of "Woman's World, one hour program.

10:45 WBKB—FILM.

11:00 WBKB—AMERICAN MEDICAL ASSOC.

11:15 WBKB—SHOPPING WITH DINNY. Accompany this Miss on a mythical tour of department stores.

3:00 WTMJ-TV—MEET YOUR NEIGHBOR with Gordon Thomas.

3:20 WTMJ-TV—LOOK AT THE NEWS.

3:30 WTMJ-TV—WHAT'S NEW? Ask Nancy Grey.

4:00 WTMJ-TV—CHILDREN'S CORNER. Features for children.

4:15 WTMJ-TV—ANIMAL ADVENTURES. Film.

7:00 WTMJ-TV—SPELLBALL. Live quiz show from studio.

7:15 WBKB—TIMELY TIPS.

7:20 WTMJ-TV—LOOK AT THE NEWS.

7:30 WBKB—SHOPPING WITH DINNY.

WTMJ-TV—REEL FUN. Variety films.

7:30 WGN-TV—FILM.

7:35 WGN-TV—INDIVIDUALLY YOURS with Celeste Carlyle.

7:50 WBKB — NEWSREEL. Telenews with Jim Ameche narrating.

WTMJ-TV—NBC Newsreel.

8:00 WGN-TV—CHICAGOLAND NEWSREEL.

WBKB—TELE-CHARADES with Ed Roberts and guests from the U. of C., and NU.

WTMJ-TV—DUGOUT DOINGS. Interviews from Borchert field before tonight's game.

8:10 WGN-TV—PLAYERS OF THE DAY with Ed Cooper interviewing baseball stars.

WTMJ-TV—BASEBALL. Milwaukee vs. St. Paul.

8:20 WGN-TV—BASEBALL. Sox vs. Detroit. Night game at Comiskey park with Jack Brickhouse.

8:30 WBKB—YOUNG & VICTOR. Bud and Richy, respectively.

8:45 WBKB—FILM feature.

10:00 WBKB—NEWS. Today's World Picture.

10:00 WGN-TV—TENTH INNING. Scores of other games; interviews of Sox fans.

(Subject to Change.)

Spencer Allen . . .

(*Continued from page* 6)

reel film, then edit, cut and splice it for presentation with their own copy and narration. A field trip to WGN-TV's facilities at 400 W. Madison will be included in their course to give students a preview of the actual television newsreel operation.

Students selected to take the course will be chosen from a group of outstanding Journalism majors specializing in news at Northwestern. If the class proves to be a popular and successful one, the University may repeat the course during the 1948-49 school year.

George Janda . . .

(*Continued from page* 4)

George likes to bring in the players' families. "It makes my job easier," he says. And so it does. Mrs. Bob McCall, wife of the Cub pitcher, divulged that she met her husband at a dance she went to with one of McCall's friends. McCall then proceeded to win the comely blonde away from his buddy. And it was Roy Smalley's mother who helped Janda to one of his better interviews.

Mrs. Smalley, who was visiting her son in Chicago for two weeks (the Smalley home is in California), explained that her son was a bachelor. The Cub shortstop lives with another bachelor—pitcher Rob Rush. Mrs. Shalley told that Roy did all the cooking and baking and that Rush did the housecleaning. Roy's piece de resistance is chocolate cake, and he has already made several for his Cub teammates, who swear by his culinary skill.

Possesses Sense of Humor

George Janda possesses a sense of humor, and anything goes on his show. Take the time he interviewed Cub Coach Roy Johnson. . . . Johnson brought a fungo bat with him and explained its uses. A fungo bat differs from a regular bat in that it is bottle shaped and weighs much less. It is used to hit fly balls in practice. After Johnson's discussion, Janda asked the Cub coach to hit one for the WBKB audience. John-

(*Continued on page* 13)

George Janda . . .

(*Continued from page* 12)

son did, whereupon George peeled off his coat—thrust the microphone into the hands of the flabbergasted coach—picked up the bat and said, "Now it's my turn. Let's you and I change places."

Janda, whose baseball ability is a wee bit rusty, dribbled a grounder to the cheers of the Cub dugout, which by that time was aware of what was going on. Then feigning injury to his back on the swing, the WBKB announcer clutched his back and limped back to the microphone, where he asked Johnson about the possibilities of getting a rubdown on Trainer Andy Lotshaw's dressing room table. The next day, Johnson jokingly offered George a contract to play with the Cubs.

When George is not interviewing baseball players, he does special events and writes interesting things for Joe Wilson and Russ Davis to say on other WBKB telecasts.

Attended Armour Institute

Five years ago, Janda was attending Armour Institute on an engineering scholarship and studying to be an engineer. After his father's death, financial conditions made it imperative that he find work. During Christmas vacation of 1943, he went to see Bert Wilson, WIND sports announcer. Bert liked George and asked him to come back in a couple of weeks. By spring of 1944, Janda found himself in radio as a writer and sports statistician (at least all that college math didn't go to waste). He worked with such men as Jack Brickhouse, John Harrington, and Bob Elson.

He was graduated from WIND into a script writer for the Arthur Meyerhoff Advertising agency, and as he gained experience was soon asked to do so many outside writing assignments that he turned free-lance. At one time about a year ago, he made the proverbial one-armed paper hanger look like a loafer. Janda's daily schedule then consisted of writing three daily local radio shows, one daily network half-hour program, and scripts for two transcription series.

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Television Forecast for

Saturday

Sept. 4, 1948

1:00 **WGN-TV**—CHICAGOLAND NEWSREEL. Repeat showing of last night's newsreel.

1:10 **WGN-TV** — PLAYERS OF THE DAY. Pre-game interviews with Ed Cooper at Wrigley field.

1:20 **WGN-TV**—BASEBALL. Sox vs. Detroit. Jack Brickhouse describing today's game from Comiskey park.

2:30 **WTMJ-TV**—THOSE KEEN TEENS. Variety show with Milwaukee teen-age talent.

3:00 **WTMJ-TV**—WILD WEST Theater. "Aces Wild."

3:30 **WGN-TV**—TENTH INNING. Scores of other games; interviews with Sox fans.

7:00 **WTMJ-TV**—To be Announced.

7:20 **WTMJ-TV**—LOOK AT THE NEWS.

7:30 **WTMJ-TV**—REEL FUN. Films.

7:45 **WBKB**—TIMELY TIPS.

WTMJ-TV—GOLDEN WEDDING Greetings. Stills of couples celebrating anniversaries.

7:50 **WTMJ-TV**—NEWSREEL.

8:00 **WBKB**—WESTERN film.

WGN-TV—CHICAGOLAND NEWSREEL with Spencer Allen narrating.

WTMJ-TV—FAMILY ALBUM. Gay Nineties show.

8:10 **WGN-TV**—FILM feature.

8:30 **WTMJ-TV**—NEWS DIGEST.

9:00 **WBKB**—FILM short.

9:30 **WBKB**—NEWS. Today's World Picture.

(Subject to Change.)

WTMJ-TV Channel 3

WTMJ-TV Milwaukee, found on channel 3 of your television receiver, is not available to all Chicago viewers. WTMJ-TV is beamed for Wisconsin and northern Illinois residents, and can be received only by viewers in the extreme north part of Chicago and north suburban communities.

Television Forecast for

Sunday

Sept. 5, 1948

12:30 WGN-TV—TRIB COMICS with "Uncle Walt" Newton reading your favorite jokes.

1:00 WGN-TV—CHICAGOLAND NEWSREEL with Spencer Allen.

1:10 WGN-TV—PLAYERS OF THE DAY. Pre-game interviews with baseball stars by Ed Cooper, TV reporter.

1:20 WGN-TV—BASEBALL. Sox vs. Detroit, from Comisky park, with Jack Brickhouse announcing.

3:00 WTMJ-TV—MOVIE MATINEE. Film.

3:30 WGN-TV—TENTH INNING. Scores of other games; interviews with Sox fans.

6:50 WBKB—NEWS. Today's World Picture.

7:00 WBKB—KNICKERBOCKER SHOW —Chicago's first amateur hour, direct from Hotel Knickerbocker, with Russ Davis as MC.

7:45 WTMJ-TV — ARMCHAIR TRAVELS. "Enchanted Village."

8:00 WGN-TV—NEWSREEL. Spencer Allen with the week's news in review.

WBKB—TELENEWS.

WTMJ-TV—TEEVEE VARIETIES. Live talent.

8:10 WGN-TV—GLOBAL GLIMPSES. Film.

8:30 WGN-TV—CROSS QUESTION. Another law suit is enacted in the WGN-TV courtroom in this fictional but realistic studio presentation.

WBKB—FILM feature.

WTMJ-TV—NEWS DIGEST.

8:50 WTMJ-TV—MURDER ON DIAMOND ROW. Sunday Evening Theater. An Alexander Korda film, starring Edmund Lowe and Anne Todd.

10:00 WBKB—FILM Feature.

(Subject to Change.)

Watch for WENR-TV, new video station to be found on channel 7. Programs are scheduled to begin September 17; test patterns prior to that date.

WGN-TV Test Pattern

WGN-TV daily telecasts its test pattern from 11 a.m. to 5 p.m. for the benefit of servicemen making installations or adjustments of receivers. The pattern will also be seen Monday through Friday from 7 to 7:30 p.m. and from 7:30 to 8 on Saturday and Sunday.

WBKB Telecasts Colleens

Home games of the Chicago Colleens, telecast by WBKB, are staged at Shewrbridge field, 74th and Aberdeen. Single games start at 8:30 p.m. and double-headers at 7:30 p.m.

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George Janda . . .

(*Continued from page* 13)

(I wonder what he did in his spare time?)

Does Agency Work

On July 12, 1947, he was appointed radio director of Agency Service corporation and took over the responsibility of getting new memberships for that Agency's Chicago Motor Club account.

Among the programs that Janda has written, directed or produced for are . . . Cub News, Bill Stern's Colgate Sportsreel, Welcome Travelers, Inside Story, Leahy of Notre Dame, A Date With Daddy, and many others.

He found that the experience he got in editing and writing several sports films has proved valuable in his television work.

Janda, realizing television is here to stay, joined WBKB in April and is looking forward to fall when the football season starts. He set some sort of a record last year, when he covered more than 40 games—college and professional.

George, 25 years old, is single and lives with his mother. He says the one thing in the world that he wants and doesn't have is a couple of kids. And that gals, is that.

Memo to Baseball Fans

... *ALL* Major league ball games in Chicago will be brought to you over the Chicago Tribune's new television station, WGN-TV.

You'll be closer than ever to those hustling Sox in 1948 since their complete home schedule, including 21 nite games, will be telecast *exclusively* by WGN-TV.

For the best in television switch to Channel 9 (186-192 Megacycles) . . . see and hear WGN-TV bring you the finest in television entertainment.

New home of WGN, WGN-TV and WGNB(FM)... now under construction

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